FORM 5

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPR	OVAL
OMB Number:	3235-0362
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Form 3 Holdings Reported

Form 4 Transactions

Reported

ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Pe NIDIFFER TERRY J	2. Issuer Name and GENERAL CO [GNCMA]		~ .		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X_ Officer (give title below) Other (specify below)				
(Last) (First) 2550 DENALI STREET, SUIT		3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 12/31/2010					VP, Prod Mgmt Data	& Entertain	
(Street)							6. Individual or Joint/Group Reporting (check applicable line)		
ANCHORAGE, AK 99503							_X_ Form Filed by One Reporting Person Form Filed by More than One Reporting Person		
(City) (State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)					of (D)	5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year	7. Nature of Indirect Beneficial	
		(Month/Day/Year)		Amount	(A) or (D)	Price	(Instr. 3 and 4)	Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
Class A Common Stock	03/09/2010(1)		I	1,067	D	\$ 5.95	18,600	I	by Trust
Class B Common Stock	03/09/2010(1)		Ι	1	D	\$ 5.46	21	I	by Trust
Class A Common Stock							37,620	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Security (Instr. 3)	Conversion	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	5. Numb of Deriv Secur Acqu (A) of Dispo of (D) (Instr 4, and	ative ities ired rosed) . 3,	• /		on Date Amount of		bunt of erlying urities ar. 3 and Derivative Security (Instr. 5)		Ownership Form of Derivative	Beneficial
					(A)	,	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Reporting Owners

Departing Owner Name /	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
NIDIFFER TERRY J 2550 DENALI STREET SUITE 1000 ANCHORAGE, AK 99503			VP, Prod Mgmt Data & Entertain				

Signatures

By John M. Lowber For: Terry J. Nidiffer		02/15/2011			
-*Signature of Reporting Person				Date	

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Required corrective distribution and associated forfeiture of excess aggregate contributions and income allocable to those contributions for the 2009 plan year.
- (2) All shares owned by virtue of participation in the Company's Employee Stock Purchase Plan as of December 31, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, see Instruction 6 for procedure.

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